

Dunbar Rowland,  
Jackson, Miss.

35TH YEAR—No. 48



## The Sea Coast Echo

ECHO BLDG.

Thirty-Five Years of Publication.

Chas. G. Moreau, Editor and Publisher.

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Bay St. Louis, Miss., under Act of March 3, 1879.

Many a business deal ends through poor returns.

Not every automobile is as new as it is painted.

Making the road safe for pedestrians is a real problem.

France is a great nation. She is getting ready for another loan.

It's a small man that hides behind a woman's skirt these days.

We wish somebody would invent a system of checking up on third-class mail.

The average wife knows how much better she could manage hubby's business affairs.

Paying your subscription is one way of making Santa Claus think you are a nice boy.

When a fine man goes wild about a sweet young thing, s. y. t. has no doubt of the reason.

Most of the troubles that follow one in life are over trivial matters revolving around custom.

At least one husband is boss: Queen Marie cut her American tour short at the request of her King.

This is the time of year that the turkey occupies the center of the table, without enjoying the limelight.

If anybody in these parts can keep up with European government we are not acquainted with the gentleman.

If you want to see a first-class disagreement just watch out for two "experts" hired by different sides, to testify.

What has become of the little boy who used to think that the world was anxious to honor honesty, virtue and righteousness?

Our extra slice of pie for this week is awarded to the school boy who carries the books of his sweet, young neighbor every morning.

Edison wants the mayors of American cities taken out of politics. What the average citizen wants is the politics taken out of the mayors.

A poet and a preacher recently debated the question, "Does Science Furnish Evidence of God?" This is our idea of one wasted evening.

Christopher Columbus has come into his own. The Dominican Republic has appropriated \$300,000 for the erection of a monument in his memory.

Forward-looking young ladies know right now where they can get a spring of mistletoe to hang over the door on the occasion of their dates with certain parties.

The subscriber who meets us on the street and, putting his hand in his pocket, fails to draw out coin of the realm gets no eulogistic item from ye hard-boiled editor.

About 500,000 words a day have been telegraphed from Somerset, N. J., where they are trying the famous Hall-Mills case. The suspicion grows that some folks are keeping up with the mess.

The difference in the civilization of Mexico and this country can be gauged by the fact that in this country two marines guard each mail car, while in Mexico one hundred soldiers guard each train.

An Italian peasant, digging in his field, struck an unexploded war shell with his shovel. It went off, killing twelve persons. This, however, is no danger to American citizens who have gardens that require spading.

### FOOTBALL SEASON CLOSSES.

The football season formally closed with Thanksgiving, seemingly all too short. But custom and conventionality are severe masters and we must bow to the dictates so well nigh inevitable.

This has been another interesting and successful season for the young athletes who toss and grapple the pigskin, not in frantic and even brutal fashion as some might hint or suggest, but with every maneuver of physical prowess and scientific attention born of mental alertness.

Our own football aggregation, known far beyond local borders for clear sportsmanship and success, the Stanislaus Rockachaws have now name and renown and deserving of every mead of praise. The stalwart athletes have gained for themselves and coach enviable reputation, added new laurels to the preceding teams and seasons, and let it be known Bay St. Louis has been the gainer immeasurably.

In closing this editorial thumb print, The Echo wishes to congratulate the stalwart athletes of St. Stanislaus college, Coach Commagere and the assisting directors. Each and everyone in his own way has contributed his respective share. Hall the Stanislaus Rockachaws of 1926, rah for the gladiators of the red and black who saved the colors from trailing dust!

### PURPOSEFUL ADVERTISING.

It is not so important how well a man or his business is known, but how well his progressiveness is known.

Too many merchants work on the theory that everybody knows them and knows where their place of business is. While the real thing that draws their patronage is the attractive magnet of being a live trading center, where one may expect to find what he wants up-to-date and at the right prices.

Nothing is less admired than someone who is apparently dead in his skin. And a man and his business are viewed from the same angle.

So Mr. Merchant it behooves you to show your initiative; your get-up-and-go spirit; your ability to hit the nail right on the head.

### MONEY ENDANGERS ELECTIONS.

Few thinking citizens fail to understand the evil influence of money in politics and to realize the danger confronting our governments if the peril is disregarded. The menace that buying public office brings to a popular government cannot be overstated.

The recent events in certain state primaries have brought from Gen. Pershing the outspoken declaration that "if the time ever comes when public offices can be virtually bought and sold, then the downfall of the Republic is not far off."

The fault is correctly assigned to the citizens themselves by the American general, who says, "the business of government cannot be left to chance. If the individual citizen does not let his voice be heard among his fellows, or does not give expression to his convictions at the polls, he is unworthy of his high mission. Timid citizens are quite useless as far as their influence in government is concerned."

The purity of government is up to the people as a whole, but only individual independence and courage is effective. As General Pershing says, "we can have exactly the kind of a government we want if, with firm resolve, we constantly exert ourselves to get it."

If we sit back and leave to cheap politicians the entire domination of our political life, permitting them to buy offices with money, or promised favors, we may expect the machinery of government to be prostituted to their selfish ends. If we believe our ideals of government are worth saving, we must fight for them, otherwise, we might as well abandon hope for the American republic.

### SERVICE AND THE MISSISSIPPI POWER COMPANY.

An exemplification of service is amplified by the Mississippi Power Company which serves Bay St. Louis and immediate vicinity with light and current. Announcement is made from time to time of different forms of service in the shape of equipment the company supplies its patrons, and the reduction of current and power rates twice within the present year is noteworthy.

Although the hydro-electric power has not as yet reached this section, we are receiving the benefits already of that service as was promised when the company purchased the local plant from individual ownership. This kind of current will be available with the completion of the Bay St. Louis bridge, which will carry the cables across the water, and it is hinted that even then we may again be surprised with more concession of rate and expanded service.

The M. P. Co. well stands for service and all that the term implies and Bay St. Louis is exceptionally fortunate to come under the head of this category which means so much for the public, individually and collectively.

### HAS CHURCH FOR OWN RACE.

Last week The Echo carried in its news columns, with special illustration of the structure, an account of the formal dedication of the Church of St. Rosa de Lima, recently completed for use by the Catholic faith and for the especial use of the local colored race.

Heretofore, there was no Catholic church exclusively for the worshipful members of that faith, and the building and completion in its entirety of "St. Rosa's" is a step forward, and a matter of congratulation to the order of reverend fathers and others who have made this possible.

In Bay St. Louis there are many churches; in fact, while it has frequently been termed a city of homes it has not been infrequently termed a city of churches as well. However, as many denominations as we have, the colored race have their own separate houses of worship—all but the Catholics until quite recently.

It is an earnest of the faith and a further evidence of self-reliance and dependability, and the race that will help itself in so doing is to be commended for that respectability of independence thus manifested.

### QUESTIONS CIVIL AUTHORITY

The people of America have read numerous tales of the gang warfare in Williamson county, Illinois. As a whole they have been reluctant to believe that the condition there could be as bad as news dispatches indicate. It seems that organized gangs of criminals have developed a system of warfare similar to the tong warfare that periodically sweeps through Chinatown.

Mayor McCormack, of Herrin, recently reported that the gangs have reached such proportions that no sheriff can cope with the situation, no prosecuting attorney can convict them and no citizen can safely testify against them. He suggests the setting up of a military court, saying "there is no man in Williamson county who believes civil authority can ever meet the existing conditions."

We don't know much about the causes of the conditions in the Illinois county, but we are of the opinion that the respectable citizens are entitled to some immediate relief. If employment of soldiers on a large scale is necessary then the quicker they are used to clean up this nest of gang criminals the better.

### CITY'S CHIEF MAGISTRATE LOSES HOME

The Echo in common with the citizenry of Bay St. Louis sympathize with its chief magistrate, Hon. G. Y. Blaize, and family, in the loss by fire of their dwelling, which occurred during the early hours of Wednesday, origin unknown. Man's most cherished possession is the spot with its protecting roof and confines he calls home, sanctuary as it were. Bereft of this, next to his loved ones he has lost much, and in a time like the present the feeling of friendship, with its ties and bounds, assume more of the significant and the heart and hand of fellowship go out regardless of diverse paths and whatever partisanship real or hedged in by conventional or imaginary lines that might exist.

We join the friends of the city's head in anticipating, that like Phoenix, the fabled bird of old that rose from the ashes, he may in due time recoup his losses and the family home once more restored.

### TOLERANCE, WELL ADVERTISED.

Port Huron, Michigan steps into the limelight as an exhibit of tolerance through the recent dedication of a flagpole there. The services were held in the Methodist church. Mr. Dunnigan, of the Catholic church, delivered the address, which was listened to by Jew, Gentile, protestants, Catholics and negroes.

The flag, donated by the Ku Klux Klan, was carried down the aisle by a veteran of the Civil War, and drawn to the top of the staff by a negro veteran of the World War. The flagpole was donated by a Hebrew and the main address delivered by a Catholic in a Protestant church.

To some people this may look like tolerance, but we see little or nothing of value in the spectacle. Tolerance is not won by such parades, but is a feeling that must exist in the human heart. Such is not the direct result of joint maneuvers by the various races or creeds.

### POINTED PARAGRAPHS

Peroxide market healthy.—Headline. Gentlemen prefer blondes.

Bandits ransacked a northern wig factory late Sunday night. If caught, it will be a toupee.

Yes, lightning strikes more than once in the same place—when it comes from the hip pocket.

A pessimist is one who says, "All notes won't be on the piano this winter."

Two bald-headed farmers announce the opening of a rabbit farm this fall. You can hardly blame 'em for wanting to raise hare.

Wuxtra, wuxtra! All about the barefoot flapper who went down to the filling station to look at some pumps.

Man's place is under a Ford.

The most useless thing in Herrin is a blank cartridge.

About time to mail out bills. Be sure and use cancelled stamps.

Speaking of bold robberies where are all the police when a clothesline holds up the week's wash?

Who ever heard of a hot water bottle concern encouraging bachelors to marry?

Sorry the druggist won't credit you any more, Fred. Try a True Confessions magazine to bring color to their cheeks.

Ohio hubby refuses to buy his wife a new set of false teeth. She must be one of these back seat drivers.

Said the country gal to the soda jerkers. "Don't put a straw in my dope, I've got hay fever."

That flapper who fell 36 times while roller skating last night has two of the nicest pillows parked just like you see spare tires on a Chevrolet.

Michigan hotel is advertising for pugilistic maids. Does it really take six-ounce gloves to lay out the bed linen?

Jew ever see so many clothing sales.

Some of the best broadcasting is done from a nursery.

It takes more than a yaller slicker to keep the average consumer from getting soaked.

Still, you could hardly expect a Niagara Falls man to be sent to the chair for shooting the rapids.

If money talks, some folks bank accounts belong in the deaf and dumb asylum.

How can a glue manufacturer appreciate "open letters" to the public.

With some plugs it's all work and no hay.

Boston man talks incessantly about his wife's permanent wave. He must have a hair lip.

All the poor prunes are not in cut-rate grocery stores.

The fellow who went to the woods in a loose Ford isn't looking for chestnuts.

We dare say the lectures some teachers give their pupils after school hours are not of the Lyceum course variety.

Some Hollywood movie stars have been divorced so often that even a porous plaster can't stick with 'em.

Fathers of "sneaking out daughters" might also apply to Uncle Sam for a detachment of Marines to guard the e-mails.

Suggestion. If you see a tin can tied to an alley-dawg's tail don't interfere because "Dutch Cleanser chases dirt."

### The Doctor and 2:00 A. M.

Remember that time you called the doctor long after midnight. You were too worried to realize that he had to arise, to dress, to get out his car and rush to your house.

You never stopped to think that he was tired—that he had been up every night for a week.

You wanted him, and although he had a thousand reasons why he would have rather laid in bed and slept—he came.

And you haven't paid him yet!

You have a thousand reasons why you can't.

If you also had a thousand reasons why you couldn't pay the butcher, the grocer and the other merchants, you soon would not eat. For business men refuse further credit to those who do not pay.

Your wife dresses well. So do you. And the money you spend is the doctor's money. He wants to give HIS wife a new dress, but cannot because you don't pay him.

He is depriving his wife of the very things YOU are giving yours.

He wears shabby clothes and goes without things he needs because he cannot collect from you the money that is actually his, although it remains in your bank account.

Is this fair? Are you willing that the world should judge you on this?

Call or write your doctor today. Tell him you never before really thought much about this subject. Tell him you forgot his name—and you sort of figured that doctors expected to wait for their money.

Tell him you are sending him part or all of what you owe him.

Treat your doctor at least as fairly as you treat your grocer.

All doctors, by the way, are reading this. What do they say about you when they get together? Do your "ears burn?" Exchange.

The city of Lusenberg has erected a statue to a lean, scraggly pig who five years ago nosed out a deposit of salt. This deposit has since proved one of the richest table salt mines in Germany.

## Hancock County Insurance Agency

## INSURANCE

IN ALL ITS BRANCHES  
Let Us Take Care Of Your NeedsA. A. Seafide,  
S. L. Engman, Agents.Phone 108  
Hancock County Bank

### VIEWS AND REVIEWS

"What They Say Whether Right or Wrong."

R. O. Grant, chief of the Weather Bureau, Phoenix, Ariz.:

"It is a well established fact that if all of Maricopa county were covered with water, there would be less moisture given off to the atmosphere than if it were covered with prairie grass."

Mayor Marshall McCormick, of Herrin, Illinois:

"There is no man in Williamson county who believes civil authorities can ever meet existing conditions."

Dr. Thomas Arkle Clark, Dean University of Illinois:

"Students are not as wild as the public thinks they are."

Lord Wewar:

"The road to success is filled with women pushing their husbands along."

Matthew Wall, acting president, National Civic Federation and vice-president American Federation of Labor:

"The Red Army is still taught that it exists to wage a revolutionary war against the existing governments of all other nations."

The Times of India, newspaper:

"No language is too strong to condemn the film which America is playing India."

Gen. Umberto Nobile, commander of the Norge:

"It was Mussolini who ordered the flight. The idea of using a dirigible in crossing the Pole originated with Italians, and the greatest responsibility for the success or failure of the flight rested with the Italians."

Roger W. Babson, statistical expert:

"About the worst thing a woman can do is to sit down and bang a typewriter all day between the ages of 18 and 28."

Henry Ford:

"The five-day week, by giving people the sixth day for physical recreation and the seventh for religious observance will go far toward bringing Christianity nearer to the people."

Dr. Ernest Jackh, of Berlin, vice-president of the German League of Nations Union:

"America decided the last outcome of the World War; America decided the first revision of the Versailles peace; America decided the first foundation of the League of Nations. America is the architect of a new world."

Jan Kilpura, Polish tenor:

"I'm no Caruso and am in no hurry to go to America."

Gov. Pinchot, of Pennsylvania:

"There has been a vast increase in the purchase and theft of elections in America in the last few years."

Dr. Henry van Dyke, author and teacher:

"A cod is a funny fish. When you pull him out of the water he has the same expression on his face that a student has when he is unexpectedly called on to recite in the classroom."

### "Thou Shalt Not Kill."

At Fort Worth, Texas, a few days ago, a minister of the Gospel, slayer of a fellowman, was cheered when he entered the courtroom seeking justice at the hands of the law.

In his parish his little flock gathered together and offered prayer for his vindication.

What state of affairs led to the shooting of D. E. Chipps by Rev. J. Frank Norris, the world will never know. The court will listen to a story and a jury will pass judgment.

There are conditions in the lives of all of us when situations try our souls. We are one of these. Frantic with passion or anger, the weakened body submits to the demand of the half-crazed mind and men kill one another.

Many and many a time this slayer pastor has preached to his congregation that commandment, "Thou Shalt Not Kill." He has preached to them to control their passions. As a leader of men along the paths of righteousness, he has exhorted mankind to adhere to the teachings of Scripture.

But like many of those to whom he delivered the message when the time came in his own life when adverse circumstances cried out for vengeance his spirit crumbled before his desires. He forgot in his rage those two great commandments, "Vengeance is Mine" and "Thou Shalt Not Kill."

And his people cheered him in the courtroom. Cheered this leader of men at a time when he submitted himself to a court of justice—a confessed slayer.

Truly, there are times when it is hard to understand the psychology of things.—Daily Discoverer.

### Ad Gets Girl

Advertising was turned to a new use when Louia A. Hester, Jr., student at an Annapolis college used the classified columns of a Washington (D. C.) newspaper to get a dancing partner for a football dance in Baltimore. Six replies were received and a partner secured.

Weddings have dropped off more than 60 per cent. in the South Wales coal fields since the dispute of the miners and mine owners threw more than a million men out of work last May.



## "Give Him One of Your Cards, Bob!"

Two men in a sedan and a farmer and his boy in a smaller car had stopped on a country road for a short discussion of business in general. The farmer and one of the men from town were old friends. The other was unknown to him.

"Give Mr. Hart, y one of your cards, Bob," suggested the farmer's friend. "You ought to do some business with him before long."

Now, if Bob had presented his card to Mr. Hartley, there would be little of interest to us in the transaction. But Bob did not have a card to give him!

Whatever your business or profession may be, you can't afford to be without a supply of personal cards. Your business is built by making yourself known favorably to a lot of people. When folks need, or consider, something in your line, you want them to think of you. If they have your card the chances are in your favor.

There is no better place in this community to get personal cards—for business, social or campaign use—than right at this newspaper office. Our prices will please you just as much as the cards. Let us prove it. You need them NOW!

## Printing Department of The Sea Coast Echo.

Office: Echo Bldg. Telephone 100

## H. G. PERKINS Insurance Agency,

Fire, Life, Liability, Auto, Accident, Health

### I Specialize In Insurance

Give me a "ring" or drop me a "line" and I will call on you and fulfill your wants

OPEN THE YEAR ROUND. AMERICAN PLAN.

## HOTEL WESTON,

BAY ST. LOUIS, MISS.

Catering to Tourist and Transient Trade.

THE FOUR-SEASON HOTEL.

A Most Delightful and Home-Like Resort for Visitors.

Every room an outside room, all with private bath, single and double.

Address H. C. BABCOCK, Manager.

### IMPORTANT NOTICE

In thanking our customers for their generous orders last year, we want to again call the attention of the public in general that Xmas is coming and orders for parlor sets, easy chairs or davenport should be given now. Just received latest samples of tapestry, damasks and draperies, which I would like for you to see.—Nuff Sed.

Window Seats W. H. SLINGER Cozy Corners

### Upholsterer.

Shop, 109 Toulme St. Residence, 105 State Street.

Discriminating buyers consult local realtor first

## C. GREER MOORE Real Estate And Insurance

A wise buyer takes advantage of the knowledge of local dealer because he knows values.

### I Insure anything against everything

## GEARY-OAKES CO., Inc.

GENERAL CONTRACTORS  
NEW ORLEANS







**Not the Mail Order Kind.**

**FOR CUTS BURNS  
BRUISES  
MUL-EN-OL**

## Bootlegger Sub.

An undersea rum-running craft, described as "a submarine without motors," was seized on Lake Champlain with 4,800 bottles of ale. This is the third craft to be seized in Lake Champlain by officials.

druggisti—35 cents.

**Sloan's  
Liniment**  
KILLS PAIN

A clock made entirely of straw recently exhibited in Berlin, Germany, required two years for the making. R. Reichert is the maker of this unique bit of workmanship. It is made of the highest of the twenty-one grades of straw and is a fine example of the art of straw clock making.

By A. G. FAYRE, D. C.

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**NOTICE TO CREDITORS.**

Notice is hereby given that letters of administration on the estate of Arthur Caron, deceased, were granted to the undersigned by the Hon. the Judge of the Harrison County, Mississippi, on the eleventh day of September, 1928, and all persons having claims against said estate are hereby notified to present said claims to the undersigned at his office in Harrison County, Mississippi, on or before the sixth month from this date, failure so to do will bar the claim.

**FRANK S. NORMANN,**  
Administrator.

(Nov. 6-28)

**SEALED BIDS INVITED.**

Sealed bids will be received by the Board of Supervisors of Hancock County, Miss., for county road sign boards, as per plans attached hereto, on or before the 4th day of November, 1928, at the Board's office; the said bids to be filed and presented to the clerk not later than 11 o'clock Monday morning, December 3, 1928.

The successful bidder shall furnish bond in the amount of \$1,000.00 to the Board. The Board reserves the right to reject any and all bids.

The 4th day of November, 1928.  
A. A. KERGOSSIN, Clerk.  
(Seal) By A. A. KERGOSSIN, D. C.



